1 2 3 4 5 6	BRAD W. SEILING (Bar No. CA 143515) DONALD R. BROWN (Bar No. CA 1156545) NOEL S. COHEN (Bar No. CA 219645) MANATT, PHELPS & PHILLIPS, LLP 11355 West Olympic Boulevard Los Angeles, CA 90064-1614 Telephone: (310) 312-4000 Facsimile: (310) 312-4224 E-mail: bseiling@manatt.com; dbrown@manatt.com	
7	Attorneys for Defendant CashCall, Inc.	
8 -	UNITED STAT	ES DISTRICT COURT
. 9	NORTHERN DIST	TRICT OF CALIFORNIA
10		
11	KRISTA O'DONOVAN and EDUARDO	Case No. C 08-03174 MEJ
12	DE LA TORRE, individually and on behalf of all others similarly situated,	DECLARATION OF ETHAN POST IN SUPPORT OF CASHCALL, INC.'S MOTION
13	Plaintiff,	FOR SUMMARY JUDGMENT ON CONDITIONING CLAIM
14	vs.	[Filed Concurrently with:
15 16	CASHCALL, INC., a California corporation, and DOES 1 through DOE 50, inclusive,	 Motion for Summary Judgment; Separate Statement of Facts; Declaration of Daniel H. Baren;
17	Defendants.	(4) Declaration of John Fuller;(5) Declaration of Hilary Holland;(6) Declaration of Delbert O. Meeks;
18 19		(7) Declaration of Brad W. Seiling;(8) Request for Judicial Notice; and(9) Notice of Lodging.]
20		
21		Date: November 21, 2013 Time: 10:00 a.m.
22		Place: Courtroom B
23		Judge: Hon. Maria-Elena James
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DECLARATION OF ETHAN POST

I, Ethan Post, declare and state as follows:

- 1. I am the Principal Architect for CashCall, Inc. ("CashCall") and have been employed by CashCall since October 2003. In my role as Principal Architect, I am responsible for the design of company software and am one of the individuals responsible for the configuration and content on CashCall's website. I have personal, first-hand knowledge of the matters stated herein, and, if called upon to do so, I could and would competently testify thereto.
- 2. I understand that the Court has certified a class in this case consisting of California residents who took out loans of \$2,500-\$2,600 and had an interest rate of at least 90% between June 30, 2004 and July 10, 2011 (the "Unconscionability Class"). I will refer to the period of June 30, 2004 and July 10, 2011 as the "Unconscionability Class Period." Although the Class period begins on June 30, 2004, CashCall did not begin making loans at interest rates above 90% until August 2005.
- 3. During the Unconscionability Class Period, CashCall made a total of 135,288 loans to individuals residing in California with interest rates in excess of 90%. That figure includes 1,440 loans in the amount of \$5,075 that charged interest above 90% (the interest rate on CashCall's \$5,075 loans was increased from below 90% to 115% on September 27, 2010).
- 4. Of the 135,288 loans in the Unconscionability Class, 58,857 (43.5%) were paid off prior to the loan maturity date. In fact, 5,651 loans in the class were paid off in the first month (by the first payment due date or 15 days thereafter), and 23,728 were paid off within six months (by the sixth payment due date or 15 days thereafter). Of the loans in the class that were paid off without a modification of loan terms, only 8,858 went to or beyond the loan maturity date. This information is accurate as of October 16, 2013.
- 5. As of October 16, 2013, a total of 29,039 (21.5%) members of the Unconscionability Class had taken out more than one CashCall loan, and 9,805 had taken out three or more loans. In fact, two class members each took out 22 CashCall loans during the class period. CashCall has never allowed borrowers to maintain more than one CashCall loan at a

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time; rather, a borrower must always repay an existing CashCall loan before taking out another loan. Likewise, CashCall has never allowed borrowers to repay a CashCall loan with another CashCall loan.

- 6. As of October 16, 2013, CashCall had modified 40,156 of the loans in the Unconscionability Class. A loan modification means an agreed-upon change to the original loan terms once the loan is under way. There are various reasons for modifications, including (1) to help a borrower defer payments if unable to pay for a certain finite period of time (which would extend the loan maturity), (2) to lower the interest rate, or (3) to lower the amount of the outstanding principal. A modification often results in an extension of the maturity of the loan.
- 7. As CashCall's Principal Architect, I am familiar with the changes CashCall has made to its web site. One such change relates to CashCall's disclosure of the interest rates on available loan products. Initially, CashCall did not show its rates on its website. At that time, CashCall only offered one loan product.
- 8. Beginning in approximately March 8, 2006, the home page of CashCall's website included a link to a designated rates page, which included all of the loan products CashCall offered (different loan amounts) and their corresponding interest rates. Since March 2006 (with one exception), there has always been a link to the rates page prominently displayed on CashCall's website, but its location has varied: at times it was located in the middle of the home page, at others it appeared at its current location at the top of every web page. The one exception is that the rates were not displayed anywhere on our website from September 1, 2006 through November 29, 2006.
- 9. Since November 29, 2006, the rates page link has appeared at the top of every page of CashCall's website, including the secure pages that borrowers would have to access during the loan signing process.
- 10. Attached hereto as Exhibit A is a true and correct copy of all of the pages from CashCall's website as it existed at the time Krista O'Donovan applied for her loan.
- 11. Attached hereto as Exhibit B is a true and correct copy of all of the pages from CashCall's website as it existed at the time Eduardo de la Torre applied for his loan.

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-	I declare under penalty of perjury under the laws of the United States that the foregoing is
2	true and correct and that this declaration was executed on October 17, 2013, at Orange,
3.	California.
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EXHIBIT A

Case3:08-cv-03174-MEJ Document171 Filed10/17/13 Page8 of 28 🗿 Unsecured Loans at CashCall: Quick Money, Fast Cash Loans Online - Microsoft Internet Explorer provided by Ceira T... View Favorites Tools 🕝 Back 💌 👸 🔻 🙎 🀔 🔑 Search 🦙 Favorites 🤣 Ø - € Links Address Address Address Address Address Address Address Address ✓ C Search ✓ W » Google + Call us with any questions you have at 1-866-590-CASH ashCall HOME | LOGIN | TESTIMONIALS | ABOUT US | CAREERS | FAQ | HELP | EN ESPAÑOL "Get \$1,000's in your checking account in a day." Call us to apply or with any questions you have at Takes just 5 minutes to apply Or fill out an application **OUR RATES** No collateral. We trust you! APPLY NOW online by clicking here: Monthly payment of about \$200 CLICK THE HEADLINES TO FIND OUT MORE: How fast will I get my money? How secure is my information? @ 2006 CashCall, Inc. All Rights Reserved. HACKER SAFE eriSign Privacy Statement, Terms Of Use Affiliate Program TESTED 04-APR

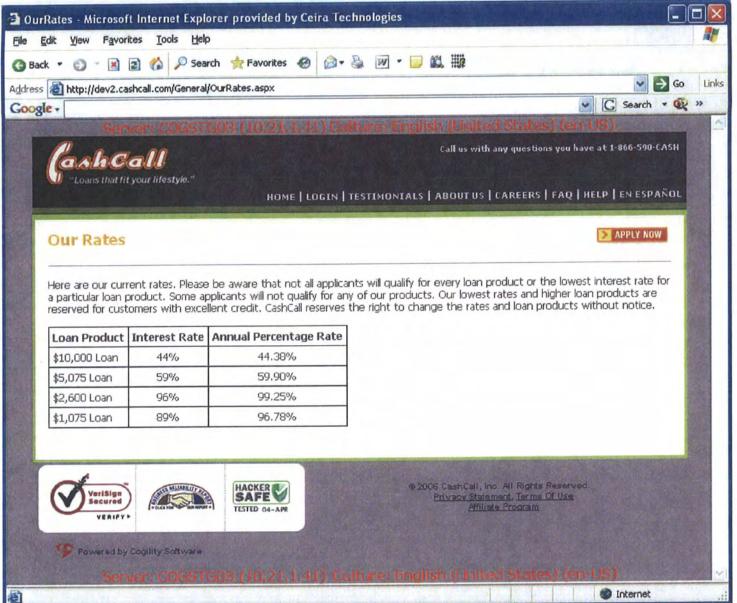
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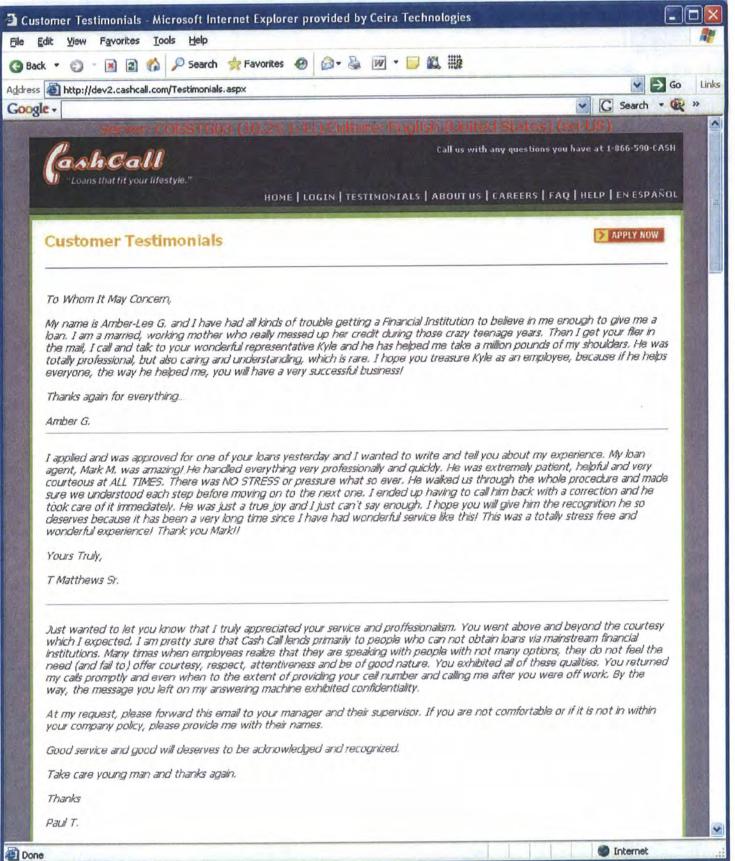


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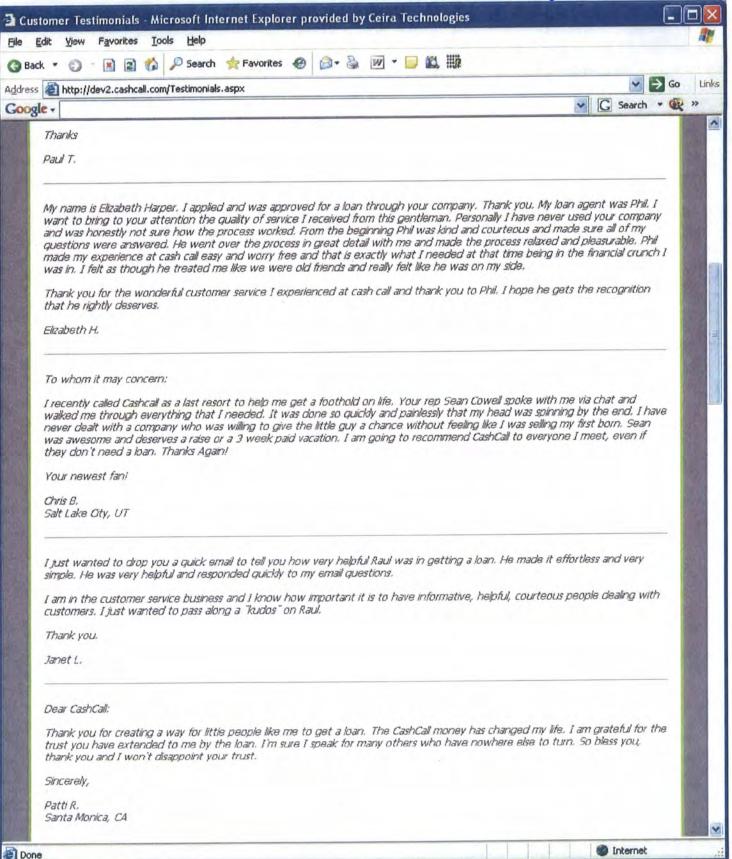
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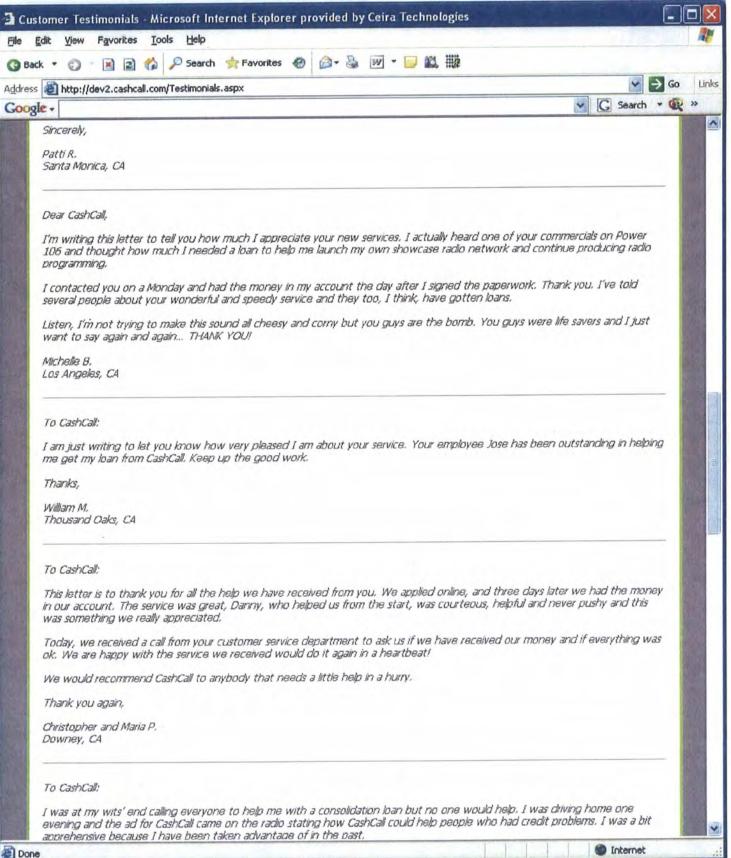
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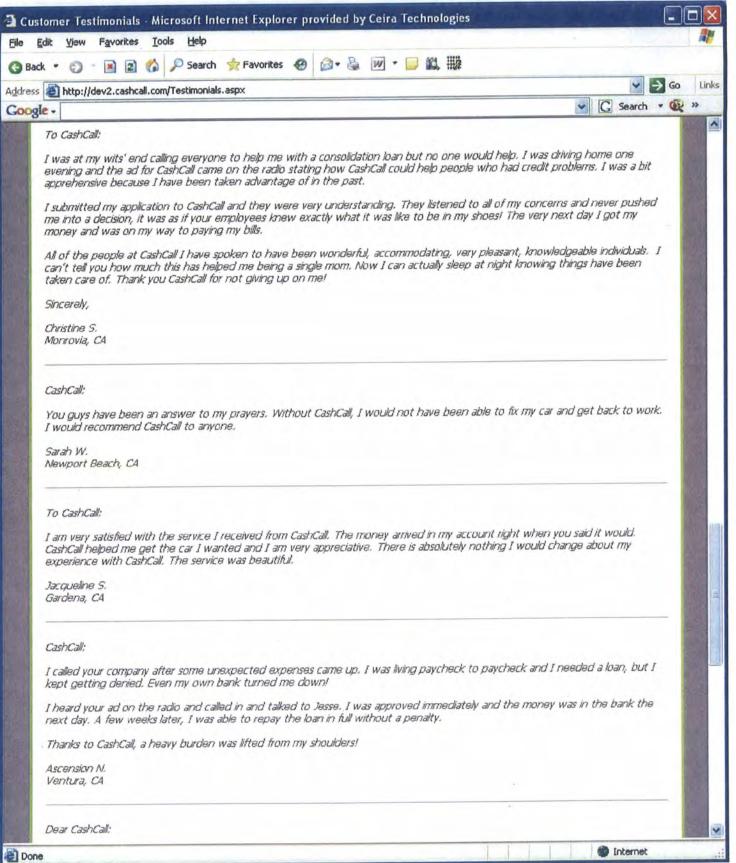
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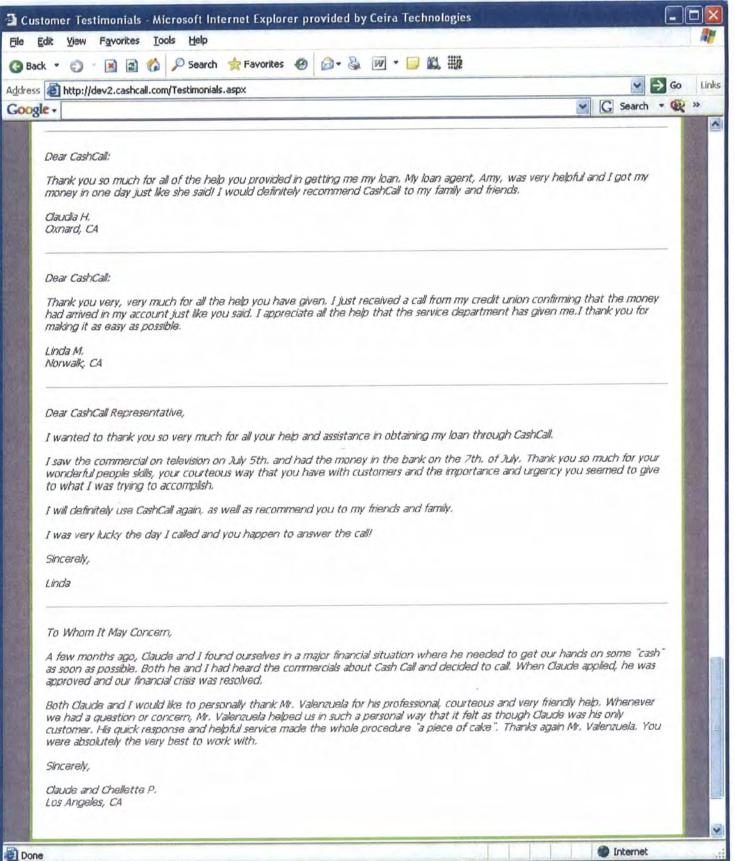
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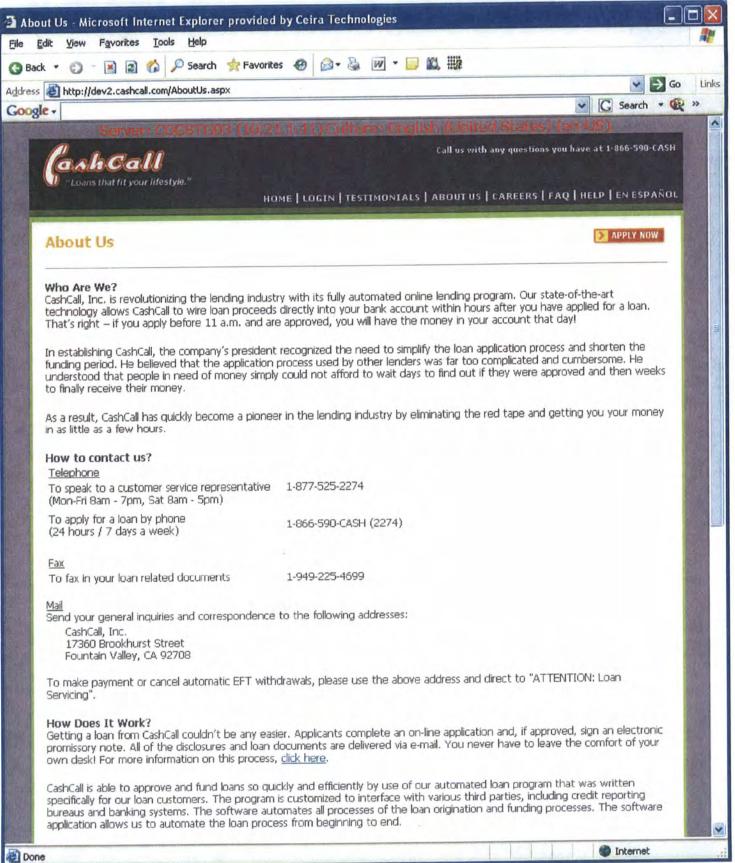


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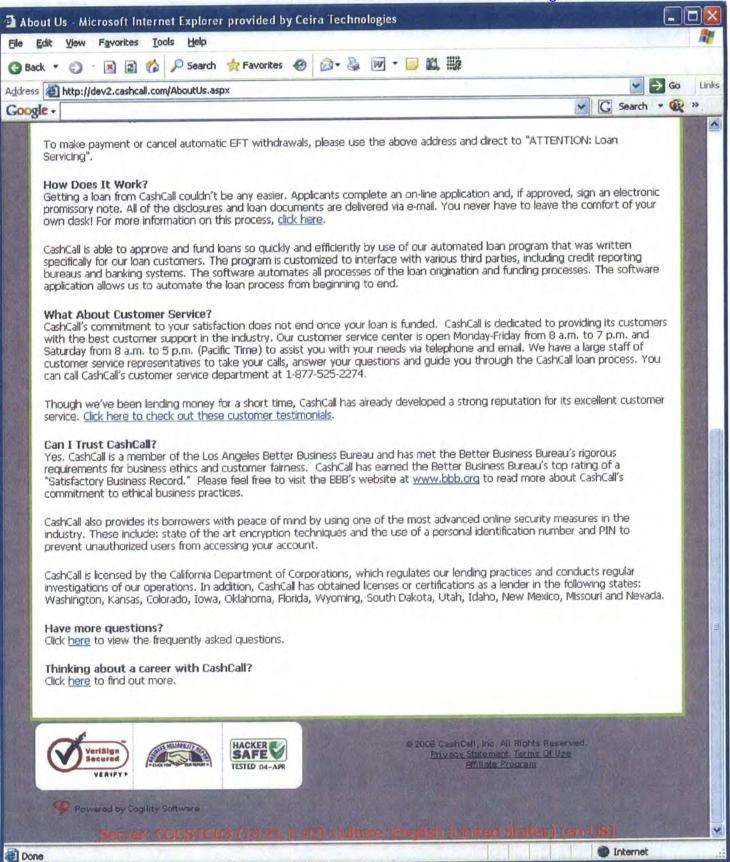


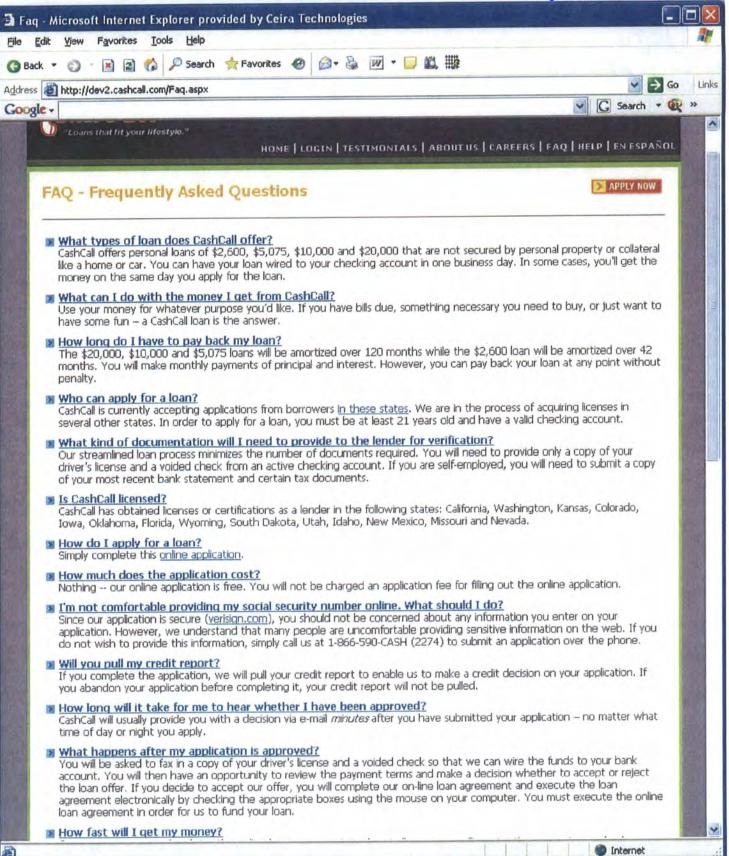
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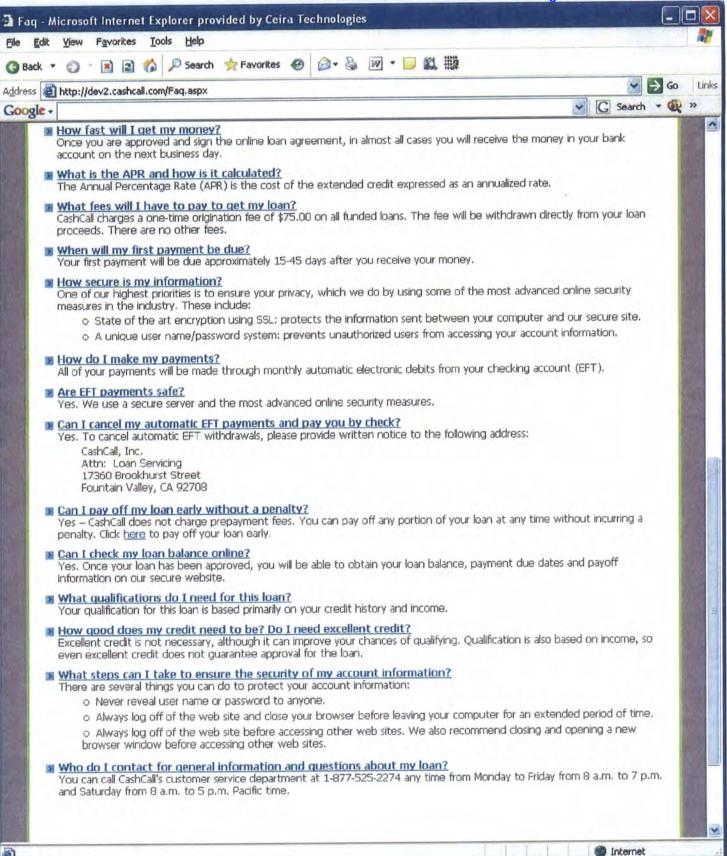




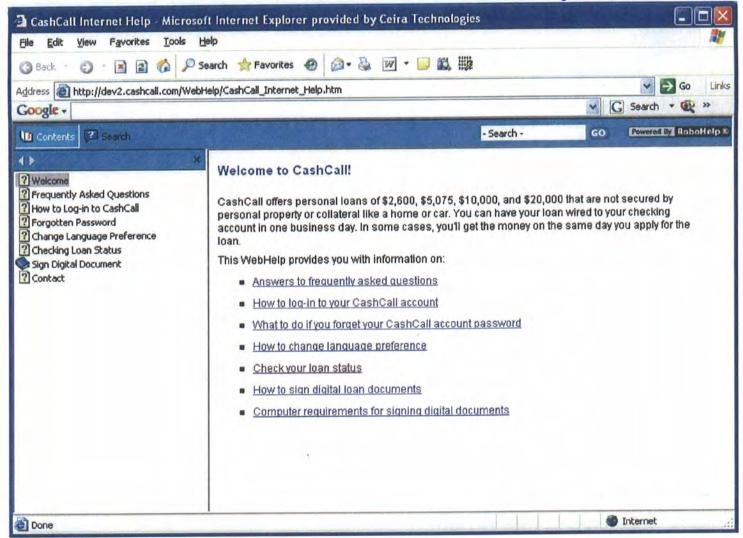
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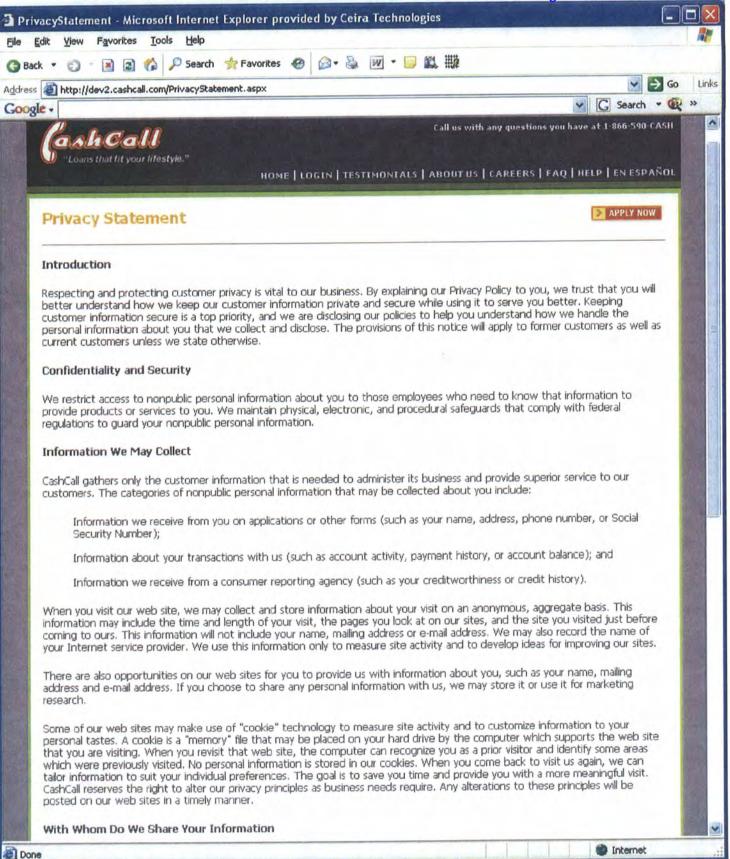


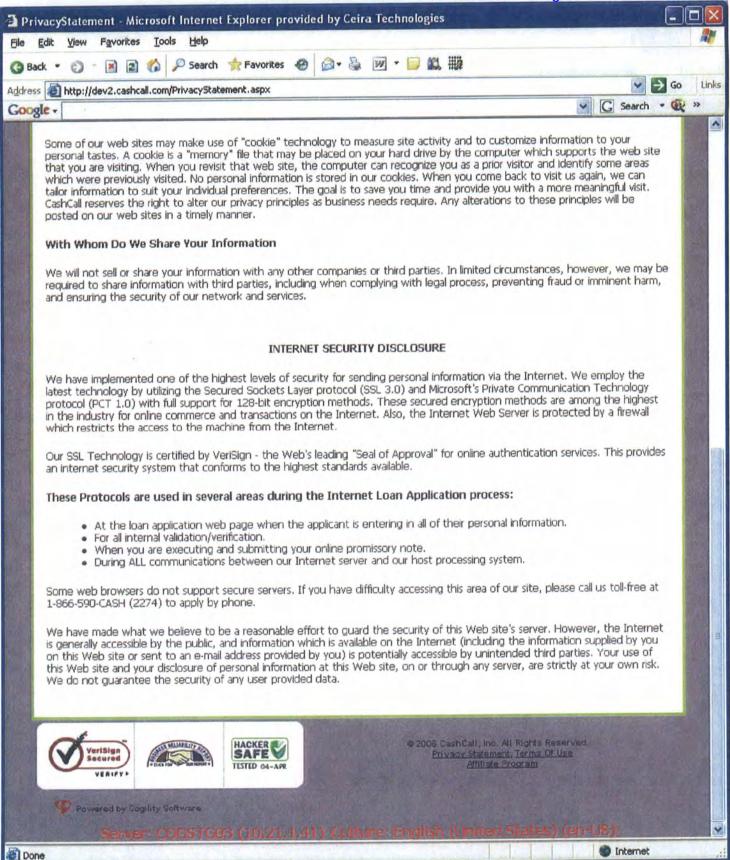


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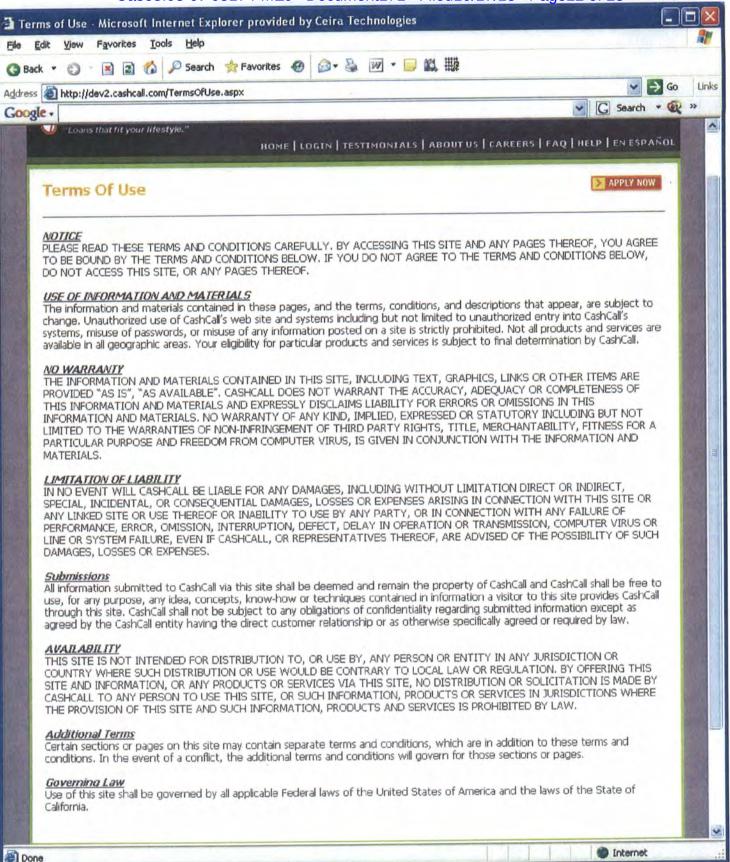


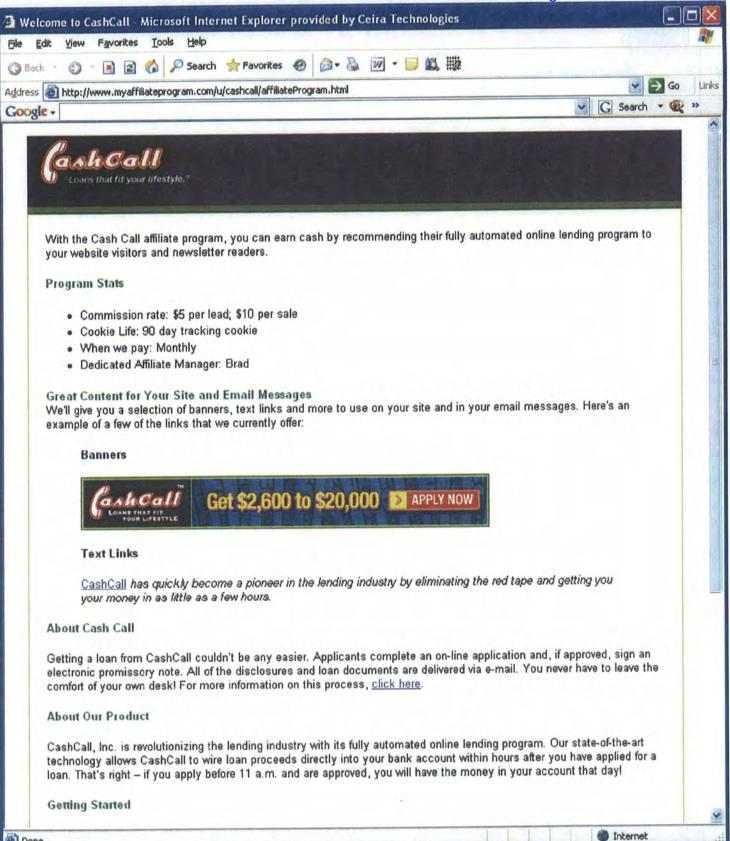
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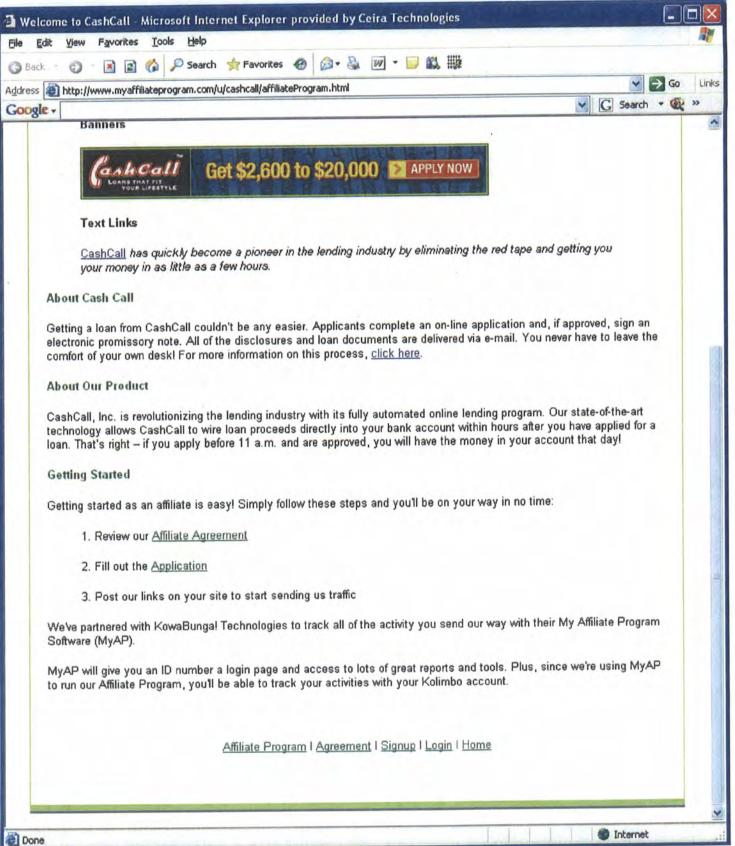
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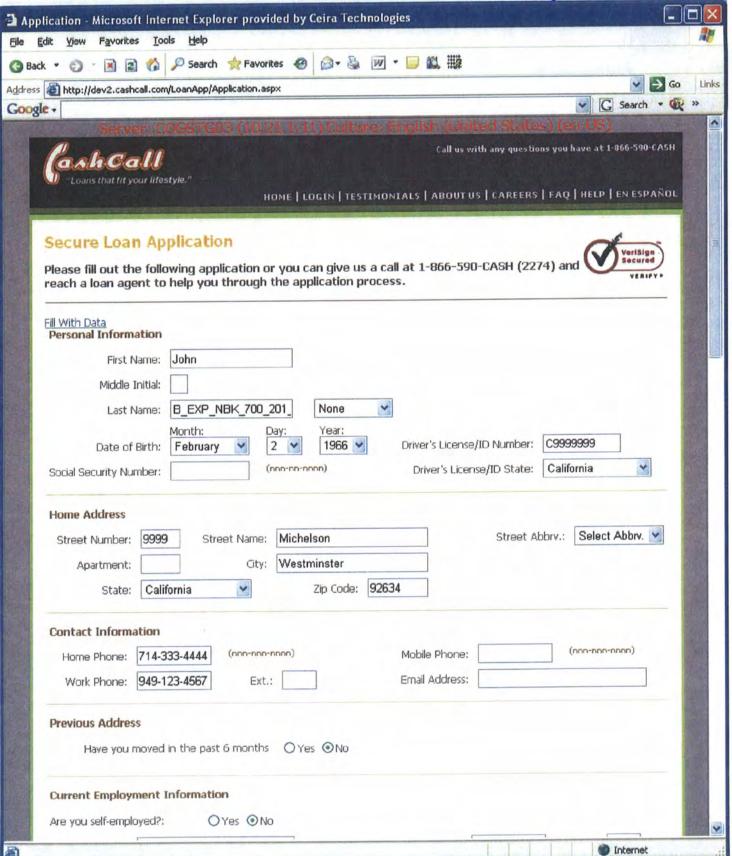


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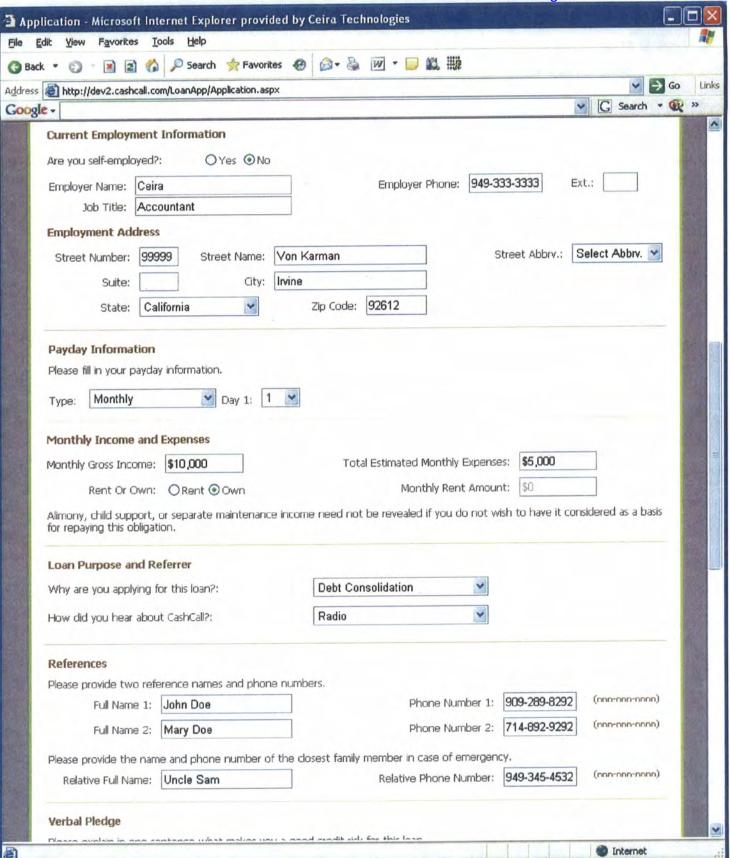
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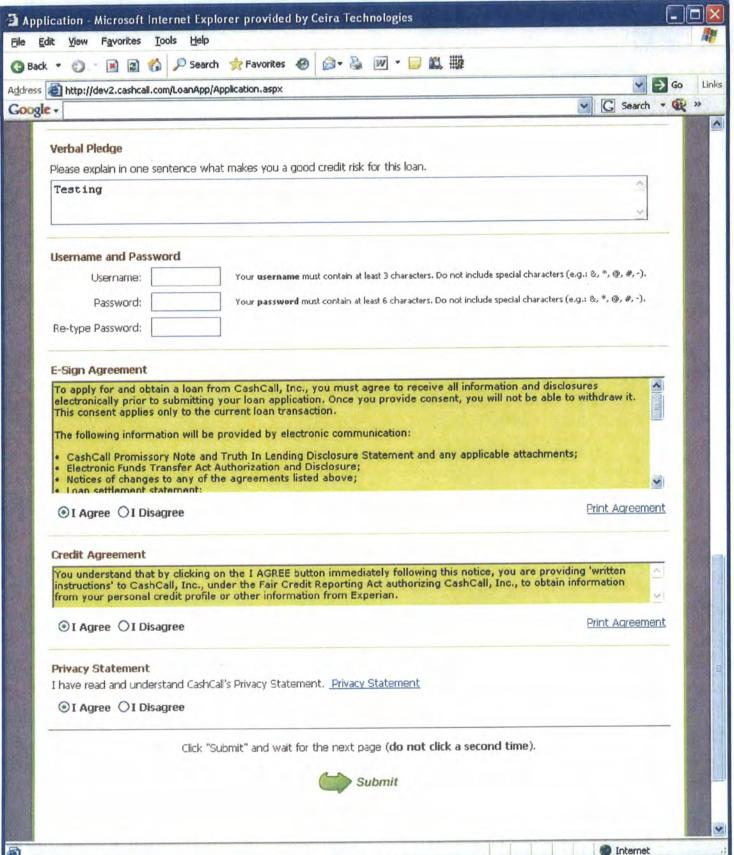
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E-Sign Agreement

To apply for and obtain a loan from CashCall, Inc., you must agree to receive all information and disclosures

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electronically prior to submitting your loan application. Once you provide consent, you will not be able to withdraw it. This consent applies only to the current loan transaction.

The following information will be provided by electronic communication:

- CashCall Promissory Note and Truth In Lending Disclosure Statement and any applicable attachments;
- Electronic Funds Transfer Act Authorization and Disclosure;
- Notices of changes to any of the agreements listed above;
- · Loan settlement statement;
- · Adverse Action Notifications; and
- All inquiries, notices and delinquency information to you about your account or your payments on the
 account.

To apply for and receive a loan from CashCall and to receive all of the documents and information referenced above by electronic communication, you must have a personal computer (PC) or Macintosh computer with the following specifications: A secure Web Browser with 128 bit encryption and Java Script enabled and Internet access through an Internet Service Provider (ISP). We support most current commercially accepted browser versions supplied by Microsoft Internet Explorer.

If you wish to change the e-mail address at which you will receive communications from CashCall, please-mail us at info@cashcall.com or send written notification to:

CashCall, Inc. 17360 Brookhurst Street Fountain Valley, CA 92708 Attn: Electronic Notification Dept.

You may obtain a paper copy of any disclosure provided to you electronically by sending a request in writing to the address listed above.

Credit Agreement

You understand that by clicking on the I AGREE button immediately following this notice, you are providing 'written instructions' to CashCall, Inc., under the Fair Credit Reporting Act authorizing CashCall, Inc., to obtain information from your personal credit profile or other information from Experian.